

# North Gateway Tire Co.

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DEPT. OF TRANSPORTATION

RETS

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NHTSA 01-11157-42

May 21, 2002

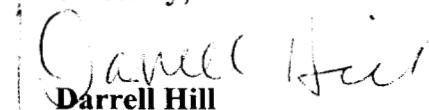
Docket Management (Docket No. NHTSA-01-11157)  
National Highway Traffic Safety Adm. (NHTSA)  
Room PL-401  
400 Seventh St. S.W.  
Washington, DC 20590

Re: REQUESTED COMMENTS ON PROPOSED RULEMAKING TO  
AMEND REGULATION REQUIREMENTS FOR THE LOCATION  
OF THE TIRE SERIAL NUMBER ON BOTH SIDES OF THE TIRE.

In light of the recent recall of millions of tires, it stymies me as to why TANA is supporting RMA's (Rubber Manufacturers Assoc.) reluctance to place the tire serial numbers on both sides of the tire. To further substantiate the tire dealers dire need for the manufacturers to incorporate new methods that make tire serial numbers easily accessible (i.e. the tire serial number located on both sides of the tire), one needed only to work a tire dealers retail counter during the mass public confusion of the recent recall.

At North Gateway Tire Company, our counter people were confronted with 30 plus customers a day asking if their tires were on the recall list. To satisfy their concern, it was necessary to place the car on a lift in order to determine if their tire serial numbers were included in the recall. This, of course was done at no charge. A conservative estimate of North Gateway Tire Company's cost for a one-month period was \$5,000.00. This cost, wasted time and lost revenue could have been avoided if the tire serial number was reflected on both sides of the tire.

Sincerely,

  
Darrell Hill

cc: TANA (1921 Freedom Dr. – Suite 550, Reston, VA 20190-5608)  
RMA (1400 'K' Street, N.W. Suite 900, Washington DC 20005)